



# VST SHAKTI SAMACHAR

NEWSLETTER FOR THE PERIOD OF : APRIL - JUNE - 2017 VOL. XIV, ISSUE XIV PUBLISHED BY : "TEAM VST"



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# SYNOPSIS

# FROM THE EDITORIAL DESK

## **From the Editorial Desk**

### **HR Forum**

*Employee Profile - Mr. Jeyasubramanian*

*Employee Profile - Mr. Kuldeep Singh*

*Infosec Maestro Award to Mr. Mayank*

*Retirement - Mr. Ram Parvesh Singh*

### **VIRAAT PLUS & ULTRA**

*GST Impact on Tractors and Farmers*

### **VST - Erudite**

*Farmers' Training Program - Maharashtra*

*Training & Awareness Program - Jharkhand*

*Mechanical Training Program - Gujarat*

*Training Program - Kerala*

*Training Program - Kerala*

*Training Program - Assam*

*Mechanic Training Program - Assam*

*Mechanic Training Program - Maharashtra*

*Farmers' Training Program - Kerala*

*Students' Training Program - Odisha*

### **VST - Retrospective**

*Viraat Plus & Samraat Launch*

*Tamil Nadu Customers' Hosur Plant Visit*

*RT 65 Rotary Tiller Demo - Tamil Nadu*

*Multi Implement Demo - Maharashtra*

*Demo at DSCL Sugar Mill - Uttar Pradesh*

*Demo - Madhya Pradesh*

*Demo - Maharashtra*

*Demo at GLF Farm - Haryana*

*Thresher Demo - West Bengal*

*RT 65 Demo - Tamil Nadu*

*Demo Program - Gujarat*

*Demo Program - Karnataka*

*Demo Program - Haryana*



Greetings and a warm welcome to VST Shakti Samachar Newsletter for April - June 2017.

I am honored to share the contributions of our committed dealers, sales team and all other staff members of VST family. Please visit all the pages to see the wonderful contributions and colorful events during April - June 2017. You will find interesting

facts and figures about VST and its dealers in the pages of VST Shakti Samachar Newsletter. This issue contains an article on GST impact on tractors and farmers. VST welcomes the move to reduce the input duty on components in inverted duty structure and expects that the impact on Tillers and tractors will be neutral and business is as usual for VST. The only concern is the increased tax rate on tractor tyres. Please feel free to leave comments and suggestions to share your thoughts.

I appreciate your continuous support and happy to have you as a reader of VST Shakti Samachar Newsletter.

With thanks and regards,

**Abinash Gouda**  
**Branding.**

*Demo Program - Haryana*

*Free Service Camps*

*Zilla Krushi Mahotsav - Odisha*

*State Agricultural Fair - Odisha*

*Agrotech Krushi Mela - Gujarat*

*National Agro Fair - Bihar*

*Uzhavar Vizha - Tamil Nadu*

*Jattuvela Agri Exhibition - Kerala*

*Gram Sabha Mela - Madhya Pradesh*

### **Milestones**

*New Dealer Branch Opening*

*New Showroom Inauguration*

*MoU with University of Agriculture - Karnataka*

*First Touch Point Center - Maharashtra*

### **VST - PR Forum**

# HR FORUM



## EMPLOYEE PROFILE

Mr. JeyaSubramanian. B, joined VST as General Manager - Marketing & Sales in Tiller Division in April 2017. He is a Management Post Graduate in Sales & Marketing from National Institute of Business Management and Master of Science (Agriculture) from Tamil Nadu Agricultural University. He has about 20+ years of experience in Rural Agricultural Marketing & Sales. He had worked in companies like Zynergy Group, TAFE, Mahindra Shubh Labh Services Ltd., Aqua Pharm Chemical Co. Pvt. Ltd. and Global MNC's like CLAAS India Pvt. Ltd., Monsanto India Ltd., Bayer India Ltd.

## EMPLOYEE PROFILE

Mr. Kuldeep Singh, joined VST as General Manager Marketing & Sales in Tractor Division in April 2017. He is an Engineer Graduate in Agricultural Engineering from Punjab Agricultural University. He has about 15 years of experience in Marketing & Sales, Business Development, Dealer Management & Key Account Management. Mr. Kuldeep Singh had worked in companies like Mahindra Gujarat Tractors, TAFE Ltd., ESCORTS Ltd., and International Tractors Ltd.



## INFOSEC MAESTRO AWARD TO MR. MAYANK

Mr. Mayank Bedi, Head of IT Department was awarded Infosec Maestro Award at Clarks Exotica Resort and Spa, Bangalore on April 2017. 'INFOSEC MAESTROS' Awards is the best ever initiative to inspire the innovative, talented and hard working information security professionals across the verticals, across the nation.

## RETIREMENT - MR. RAM PARVESH SINGH

Mr. Ram Parvesh Singh, working in the Service department retired in May 2017. A farewell ceremony was organized to felicitate him for his service & contribution to the company. We wish all the best in his retirement days.





# VIRAAT PLUS & ULTRA



Robust 4  
Cylinder  
Engine



Versatile  
8+2 Constant  
Mesh Transmission



Dry Type  
Air Cleaner



Effective Brake  
with OIB System



Best-in-Class  
Fuel Efficiency



Transmission  
Power Take off



Hour  
Meter



State-of-the-art  
LED Headlamp



Smart Hydraulic  
System for Loads  
upto 1000 Kg



Flat Comfortable  
Platform



Best-in-Class  
Turning Radius  
of 2.1m



Speed upto  
25.5km/h



Power  
Steering



# VST – ERUDITE

## TRAININGS

V.S.T. Tillers Tractors Ltd. organized many activities aimed to impart information/instructions to improve the trainees' performance and to help them attain the required level of knowledge or skill. The following are the training programs that were conducted during January – March 2017.

### FARMERS' TRAINING PROGRAM - MAHARASHTRA

V.S.T. Tillers Tractors Ltd. 4th training centre was inaugurated at India's most backward and tribal district Gadchiroli district, Maharashtra and the first Farmer Training Program was held in May 2017. The training program was inaugurated in the presence of Shri Ananat Pote - DSAO Gadchiroli, Dr. Shri Prakash Pawar - Project Director ATMA, Shri. Suryawanshi - ADO ZP Gadchiroli, Shri. Tambe - Program Co ordinator KVK Gadchiroli and Mrs. Preethi Hiralkar - Dy.P.D.Atlanta, Gadchiroli.



### TRAINING & AWARENESS PROGRAM - JHARKHAND

A Training and awareness program was conducted in Sahibganj district, Jharkhand in May 2017 where our VST officials trained the farmers in the proper usage of Power Tiller and explained the benefits of using power tiller compared to conventional manual / animal farming.



### MECHANICAL TRAINING PROGRAM - GUJARAT

A Mechanical Training program on Single Cylinder Engine was conducted for the Gujarat dealers Mechanics in May 2017 at Hotel Surya Grand, Amreli, Gujarat. The Dealer Mechanics who attended the training program were trained in working of single cylinder engine dismantling and assembling the engine and engine settings and troubleshooting.



# VST – ERUDITE

## TRAINING PROGRAM - KERALA

A training program was organized by V.S.T. Tillers Tractors Ltd. along with RAIDCO Allappuzha branch to Karshika Karmasena members at Ezhupunna Grama Panchayath, Ernakulam district, Kerala in June 2017. The training was conducted by Mr. Velan where he trained the farmers to use VST Shakti Tillers and Tractors with different attachments.



## TRAINING PROGRAM - KERALA

Training programs were conducted for the MSKP lady workers at Cherpu block at Kodannur village, Thrissur district, and at Pazayannur block, Palakkad district, Kerala in June 2017 where our mechanic, Mr. Velan trained the workers to use VST Shakti tractors along with different attachments.



## TRAINING PROGRAM - ASSAM

VST Tillers Tractors Ltd. trained Haflong Agriculture Department officials in using and maintaining the VST Shakti Rice Transplanter and Reaper at Haflong, Assam in June 2017.





# VST – ERUDITE

## MECHANIC TRAINING PROGRAM - ASSAM

A Mechanical Training program on VST Shakti RT65 rotary tiller was conducted for Assam dealers & RSO sales & service team at Guwahati Training Centre, Assam in June 2017. The attending mechanics, sales & service team were trained by Mr. Saurav Nandiand & Mr. Pradip Konwar in dismantling, assembling, setting and practical working of the rotary tiller.



## MECHANIC TRAINING PROGRAM - MAHARASHTRA

A training program was conducted for the dealer mechanics by M/s. Boraste Enterprises at Pimpalgaon, Maharashtra in June 2017 to educate them about the internal mechanism of the newly launched VST Shakti MT 270 VIRAAT PLUS tractor and training them in dismantling, assembling and servicing the new tractor.

## FARMERS' TRAINING PROGRAM - KERALA

VST Tillers Tractors Ltd. in association with Department of Agriculture Development and Farmers Welfare and ATMA group from Alappuzha conducted training program to Farmers at Pokkali field, Kuthiathode Block, Alleppey District, Kerala in June 2017. The Deputy Director, MLA and Agricultural officers attended the training in mechanization in Rice cultivation where the farmers were trained to use VST Shakti Yanji Rice transplanter.



## STUDENTS' TRAINING PROGRAM - ODISHA

A Training program was conducted for the students of Centurion University on the working, composition and servicing of VST Tractor & Power Tiller at the VST Training Centre in Bhubaneswar, Odisha in June 2017.

# VST – RETROSPECTIVE

## VIRAAT PLUS & SAMRAAT LAUNCH

The newly introduced tractors - VST Shakti Viraat Plus (27 HP) and VST Shakti Samraat (17HP) were launched in Maharashtra market in a grand event organized at Pune, Maharashtra in May 2017. Mr. V.T. Ravindra - Director, Mr. V. P. Mahendra - Vice Chairman & Managing Director, Mr. Ganesh Kumar A. R., Mr. Jujhar Singh Virk - Vice President - Marketing, Mr. Sathyanarayana Bhatt J - Executive Vice President & COO, Mr. Thiagarajan R - Executive Vice President and Chief Financial Officer, Mr. K. U. Subbaiah - Chief Executive Officer, Mr. Masethung - Divisional Manager, Mr. Abinash Gouda - Branding and Mr. Kuldeep Singh - General Manager - Marketing from VST participated in the event. The launch was a successful event.



## TAMIL NADU CUSTOMERS' HOSUR PLANT VISIT

A plant visit was organized for few of the privileged customers by our dealer M/s. Sri Venkateswara Enterprises, Tirunelveli, Tamil Nadu organized a plant visit for some privileged customers to visit Hosur manufacturing plant in June 2017. The visiting customers toured around the premises and the manufacturing process of tractors were explained to them and they had detailed discussions with VST staff members Mr. Balaji, Mr. Pachaiappan, Mr. Masethung, Mr. Kathiravan, Mr. Ramachandran (Plant), Mr. Basavaraj Kone and Mr. Prasanna about their experience in using VST products and their feedback on the sales and service experience with the VST dealers in their area.





# VST – RETROSPECTIVE

## DEMONSTRATIONS

### RT 65 ROTARY TILLER DEMO - TAMIL NADU

A demo program was conducted at Sathiyamangalam Block, Erode district, Tamil Nadu in April 2017 where the working of VST Shakti RT 65 Rotary tiller was demonstrated in the field.



### MULTI IMPLEMENT DEMO - MAHARASHTRA

Multi implement demo program was organized at Chaufula village in Maharashtra in April 2017 where reverse rotary and reverse plough attachments were demonstrated with VST Shakti MT 270 VIRAAT tractor.

### DEMO AT DSCL SUGAR MILL - UTTAR PRADESH

Demo programs were organized at Herdoi district, Uttar Pradesh in May 2017 to demonstrate the working of VST Shakti RT 65 rotary tiller and VST Shakti MT 270 VIRAAT tractor with fan blower and rotary at DSCL sugar mill.



### DEMO PROGRAM - MADHYA PRADESH

A product demonstration program of VST Shakti MT 270 VIRAAT and VST Shakti VT224-1D AJAI tractors with Flail Mover was organized at Dindori, Madhya Pradesh in May 2017. The demo was conducted in the presence of Mr. Sadashiv Shelke (VIP customer), Mr. Ashok Patel (Product Head, Shaktiman), Subhash Sawant (Manager, Shaktiman). The customer had a very positive feedback on the performance of the tractors.

# VST – RETROSPECTIVE

## DEMO PROGRAM - MAHARASHTRA

A demo program was conducted at Kolhapur, Maharashtra in May 2017 to demonstrate the working of VST Shakti RT 65 rotary tiller to the farmers around that area.



## DEMO AT GLF FARM - HARYANA

The working of VST Shakti MT 180 JAI with leveler attachment was demonstrated at the GLF Farm of Haryana Government in May 2017.



## THRESHER DEMO - WEST BENGAL

M/s. Paul Machinery Enterprise organized a demo program to demonstrate the working of power tiller with Thresher attachment at Nadia, West Bengal in May 2017.



## RT 65 DEMO - TAMIL NADU

A demo program was conducted at Perambalur, Tamil Nadu in May 2017 to demonstrate the working of VST Shakti RT 65 rotary tiller to the farmers around that area.

# VST – RETROSPECTIVE

## DEMO PROGRAM - GUJARAT

M/s. Janta Tractors organized a demo program to demonstrate the working of VST Shakti VT224-1D AJAI tractor with cultivator attachment at Simaliya village, Gujarat in June 2017.



## DEMO PROGRAM - KARNATAKA

M/s. S.L.N Agri Tech from Mysore organized a demo program of VST Shakti VT224-1D AJAI tractor with rotary attachment at K.R. Nagar village, Karnataka in June 2017.

## DEMO PROGRAM - HARYANA

M/s. Moorti Tractors organized a demo program of VST Shakti VT224-1D AJAI tractor with rotary attachment at Faridabad, Haryana in June 2017.



## DEMO PROGRAM - HARYANA

A demo program was organized by M/s. Karishak Samridhi Agritech at Khanda Kheri village, Hisar, Haryana in June 2017 where VST Shakti MT 270 VIRAAT & VST Shakti MT 180 JAI tractors were demonstrated with height attachment, rotary and 16 disc harrow attachments.



# VST – RETROSPECTIVE

## FREE SERVICE CAMPS

Service camps were conducted at different parts of India during May and June 2017 where our tillers & tractors were serviced by the dealers' mechanics for free.

Exclusively for Power Tillers at Kolhapur, Maharashtra in May 2017



For both Tillers & Tractors at Balaghat, Madhya Pradesh in May 2017 by M/s. Jain Tractors



Exclusively for Power Tillers at Madurai, Tamil Nadu in June 2017 by M/s. Sri Venkateshwara Enterprises



Exclusively for Tractors at Madaksira, Anantapur, Andhra Pradesh in June 2017



Exclusively for Power Tillers at Kodessery Agri office in June 2017 by Raidco, Chalakudy branch



Exclusively for Power Tillers at Aurangabad, Bihar by M/s. Shiv Shakti Traders & at Masaudhi, Bihar by M/s. Bhawani Enterprises in June 2017



# VST – RETROSPECTIVE

## MELAS / FAIRS / EXHIBITIONS

### ZILLA KRUSHI MAHOTSAV - ODISHA

M/s. Kuna Trading Co participated in the Zilla Krushi Mahotsav 2017 held at Nayagarh, Odisha in April 2017 where 130DI and 135DI ULTRA Power Tillers and also the new RT65 rotary tiller were displayed at the event.



### STATE AGRICULTURAL FAIR - ODISHA

A 3 day State Agricultural Fair was held at Odisha in April 2017 that was inaugurated by Honourable Governor of Odisha - S.J. S. C. Jammer. V.S.T. Tillers Tractors Ltd. participated in the fair and displayed all the products. The agricultural AE took a test drive of VST tractor at the event and appreciated its performance.

### AGROTECH KRUSHI MELA - GUJARAT

Agrotech Krushi Mela was held at Rajkot, Gujarat in April 2017. Our dealers M/s. Shri Datar Krishi Machinery from Rajkot and M/s. Maruti Tractors from Upleta participated in the 5 days long mela and displayed power tillers. Many farmers from that area attended the mela and visited our dealers' stalls and had a positive response for our products.



# VST – RETROSPECTIVE

## NATIONAL AGRO FAIR - BIHAR

National Agro fair was held at Motihari East, Champaran, Bihar in April 2017. V.S.T. Tillers Tractors Ltd. participated in the fair and displayed all the products. Our representatives at the fair were interviewed by ETV and the same was broadcasted in Annadata programme.



## UZHAVAR VIZHA - TAMIL NADU

An agricultural fair named Uzhavar Vizha was organized by Mahendra Engineering College at Mallasamudiram, Tamil Nadu in June 2017. Our dealer M/s. Ponner Sankar Tractor Spares from Namakkal participated at the fair representing V.S.T. Tillers Tractors Ltd. and displayed our VST Shakti tractors with different attachments.

## JATTUVELA AGRI EXHIBITION - KERALA

V.S.T. Tillers Tractors Ltd. in coordination with Raidco Aluva branch participated in Jattuvella Agri Exhibition at Vadakkekara, Ernakulam district, Kerala in June 2017. VST Shakti tractor with rotary and lugged wheels was displayed at the event.



## GRAM SABHA MELA - MADHYA PRADESH

Maharajpur Mandla Gram Sabha mela was held at Maharajpur, Chhatarpur district, Madhya Pradesh in June 2017. Our Mandla Dealer attended the mela and displayed VST Shakti power tiller at the event.



# VST – MILESTONES

## NEW DEALER BRANCH OPENING

M/s. Gandevi Khedut Sangh opened their 4th branch at Silvassa in Dader & Nager Haveli in April 2017.



## NEW SHOWROOM INAUGURATION

Our Karnataka dealer M/s. Shree Ramanath Agro Center inaugurated a new showroom in May 2017.

## MoU WITH UNIVERSITY OF AGRICULTURE - KARNATAKA

It's a proud moment as V.S.T. Tillers Tractors Ltd. signed an MoU with the University of Agricultural Sciences in the Vice Chancellor's office at Gandhi Krishi Vignana Kendra (GKVK), Bengaluru, Karnataka in June 2017.



## FIRST TOUCH POINT CENTER - MAHARASHTRA

First Touch Point Center was started by our dealer M/s. Boraste Enterprises at Dindori, Vani Taluka, Nashik, Maharashtra in June 2017.

With an increasing demand for agricultural equipments, VST have now ventured to sell our flagship product VST Shakti Power Tillers on leading e-commerce platform, Amazon India.

**Now buying your favorite VST SHAKTI 135 DI-ULTRA-S POWER TILLER is just a click away. <http://amzn.to/2pI5vFS>**

# VST - PR FORUM



सी सुरपत वैली आहे. तुरत्या छत्राधिकृत फळणे येथे यांत्रिक पद्धतीने लागवडीचे प्रत्यक्षिक केले जात असतात.

## ना आश्वासन यांत्रिक भातलागवडीचे विचार फळणे येथे प्रात्यक्षिक

लोकरात नवून नेतवडे  
छत्राव सवळ : सावन तालुक्यात सुमारे २५ एकर क्षेत्रावर यांत्रिक पद्धतीने भातलागवडी करण्यात येत आहे. प्रात्यक्षिकामुळे ही लागवडी यशस्वी होत असल्याचे दिसत आहे. कुशी. विभागाच्या कुशी क्षेत्रात चणवडापण येण्या (आन्ना), कुशी थिजून केडापण घेतात. निव्हात यांत्रिकीकरणामुळे भात लागवडीची प्रात्यक्षिके दाखविण्यात येत आहेत. त्यासाठी रोववाटिका टाकण्याचे काम २० दिवसांपूर्वी पूर्ण झाले असून जिल्हा शासिक क्षेत्रात भेटावण्यात जळणे (ता. मायळ) येथे यांत्रिकी पद्धतीने भातलागवडीची प्रात्यक्षिके दाखविण्यात येत आहेत. यासाठी रोववाटिका टाकण्याचे काम २० दिवसांपूर्वी पूर्ण झाले असून जिल्हा शासिक क्षेत्रात भेटावण्यात जळणे (ता. मायळ) येथे यांत्रिकी पद्धतीने भातलागवडीची प्रात्यक्षिके दाखविण्यात येत आहेत. यासाठी रोववाटिका टाकण्याचे काम २० दिवसांपूर्वी पूर्ण झाले असून जिल्हा शासिक क्षेत्रात भेटावण्यात जळणे (ता. मायळ) येथे यांत्रिकी पद्धतीने भातलागवडीची प्रात्यक्षिके दाखविण्यात येत आहेत.

### चीन निर्मित पावर टिल्लर पर सरकार ने बंद की सब्सिडी

पावर टिल्लर खरीद के लिए बजट जारी कर कृषि विभाग को दिए निर्देश

रोशन ठाकुर  
मुजफ्फर

**किसानों को मिलेगी 50 फीसदी सब्सिडी**

प्रदेश सरकार ने कृषि विभाग को एक विज्ञापन देते हुए कहा है कि किसानों को 50 फीसदी सब्सिडी के तहत पावर टिल्लर खरीदने के लिए बजट जारी कर दिया गया है। इस बजट के तहत किसानों को 50 फीसदी सब्सिडी के तहत पावर टिल्लर खरीदने के लिए बजट जारी कर दिया गया है। इस बजट के तहत किसानों को 50 फीसदी सब्सिडी के तहत पावर टिल्लर खरीदने के लिए बजट जारी कर दिया गया है।

### शेतकऱ्यांना ट्रॅक्टर दुरुस्तीचे धडे अखेर प्र

आत्माचा उपक्रम : तीन दिवस दिले प्रशिक्षण

शासित जिल्हा रुपा

यांत्रिकी पद्धतीने भातलागवडीची प्रात्यक्षिके दाखविण्यात येत आहेत. यासाठी रोववाटिका टाकण्याचे काम २० दिवसांपूर्वी पूर्ण झाले असून जिल्हा शासिक क्षेत्रात भेटावण्यात जळणे (ता. मायळ) येथे यांत्रिकी पद्धतीने भातलागवडीची प्रात्यक्षिके दाखविण्यात येत आहेत.



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